

**Subject:** Re: USC-DTLA Center for Urban Innovation  
**From:** Jessica Lall <jlall@ccala.org>  
**Date:** 04/07/2017 07:24 AM  
**To:** Randolph Hall <rwhall@research.usc.edu>, Nick Griffin <ngriffin@downtownla.com>

Thank you, Nick!

Randy - wonderful to meet you. I look forward to working with you.

Fight on!

Jessica Lall  
jlall@ccala.org  
213-416-7512

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**From:** Randolph Hall <rwhall@research.usc.edu>  
**Date:** Thursday, April 6, 2017 at 5:07 PM  
**To:** Nick Griffen <ngriffin@downtownla.com>  
**Cc:** Jessica Lall <jlall@ccala.org>  
**Subject:** RE: USC-DTLA Center for Urban Innovation

Nick, thanks. It was nice seeing you today. I'll circulate among schools that are connected to the topic. Randy

Randolph W. Hall, Ph.D.  
Vice President, Research  
Professor, Epstein Department of Industrial and Systems Engineering  
University of Southern California  
213-740-6709

[research.usc.edu/about/vp/leadership](http://research.usc.edu/about/vp/leadership)  
[researchgate.net/profile/Randolph\\_Hall](http://researchgate.net/profile/Randolph_Hall)

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**From:** Nick Griffin [ngriffin@downtownla.com]  
**Sent:** Thursday, April 06, 2017 4:14 PM  
**To:** Randolph Hall  
**Cc:** Jessica Lall  
**Subject:** USC-DTLA Center for Urban Innovation

Randy,

It was a pleasure meeting with you today. We're excited about this project and look forward to next steps.

For your convenience, I'm resending my previous email with digital copy of proposal attached.

I am available if you need anything else at this stage.

Thanks.

Nick

**Nicholas Ziff Griffin**

Director of Economic Development

 <https://www.downtownla.com>

**Downtown Center Business Improvement District**

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

Call: 213-416-7522 | Fax: 213-416-0858

Web: [DowntownLA.com](http://DowntownLA.com)



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**From:** Nick Griffin

**Sent:** Monday, March 13, 2017 9:53 AM

**To:** Randolph Hall <rwhall@research.usc.edu>

**Subject:** USC-DTLA Center for Urban Innovation

Randy,

I hope this email finds you well.

I want to reengage on our **USC-DTLA Center for Urban Innovation** project. Attached is an outline based on last fall's workshop, with additional contributions from **Elizabeth Currid-Halkett** of **Price**. And following are several recent developments that I believe bode well for the project:

- **Jessica Lall** - noted USC alum, former Coro Fellow - has taken over as President/CEO of **Central City Association**, and is moving the organization in innovative directions. She participated in our fall workshop and is strongly supportive of this project. She and CCA could be instrumental in coalescing support in the downtown business community as well as at City Hall.
- **TransAmerica** is vacating their office spaces at the **South Park USC Building** and building ownership is exploring strategies for re-positioning the building to attract tech and creative tenants. LBA is intrigued by the potential of this project as part of that strategy. One possibility is for them to dedicate a full floor of the building as an **Urban Innovation Incubator** - similar to the **LA Clean Tech Incubator** - that could be anchored by the USC CUI, and cater to urban technology and innovation companies, start-ups, and other organizations. One of the great advantages

of this building is its adjacency to the **Los Angeles Department of Public Works**, which could be a key public sector partner.

- Finally, the resounding defeat of Measure S, along with the success of Measures H in this election, as well as Measures HHH and M last year – demonstrate a strong public vote of confidence for a **progressive vision for the future of the City of Los Angeles** – a sentiment that City elected and agency officials are excited about and working to leverage. The USC CUI could position itself at the forefront of this movement – a thought-leader actively engaged in helping shape that future.

That's my pitch – let's talk!

Nick

**Nicholas Ziff Griffin**

Director of Economic Development

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